

## REMARKS

Claims 1, 2, 5-10, 13-17, 29 and 30 are pending. Claims 1, 10 and 20 are independent.

The examiner uses Finseth, Clanton and Pietraszak to reject claims 1-5, 8, 9, 20-23, 26, 27, 29 and 30 as having been obvious.

Claims 1, 10 and 20, as amended, recite "a presentation engine enabling a user to dynamically choose one of the virtual worlds according to a preference and displaying program guide information within the chosen virtual world, the presentation engine enabling the user to customize the EPG according to user preferences, a 3-D enabled electronic programming guide (EPG) including a plurality of virtual worlds, wherein said plurality of virtual worlds is presented to a user for selection," or similar language. Finseth and Clanton fail to teach or suggest at least this claim feature.

For example, Finseth fails to teach, suggest or even mention enabling the user to customize the EPG according to user preferences.

**The guide link 126 allows the user to request the receiver 64 to display the electronic program guide 90. For example, the receiver 64 could display the operating menu 124 when the user pressed the "menu" button on remote control 86. The user could then select the guide link 126 from the operating menu 124 in order to display the electronic program guide 90. [Finseth, col. 20, lines 45-51]**

**The guide styles link 128 allows the user to select the electronic program guide 90 embodiment which he or she prefers. [Finseth, col. 20, lines 57-59]**

Clanton fails to teach, suggest or even mention enabling the user to customize the EPG according to user preferences.

Pietraszak fails to teach, suggest or even mention enabling the user to customize the EPG according to user preferences. The selection Pietraszak teaches is allowing a user to select a conflict resolution scheme.

Since Finseth, Clanton, and Pietraszak, individually fail to teach, suggest or even mention enabling the user to customize the EPG according to user preferences, no combination of Finseth, Clanton and Pietraszak can teach or suggest enabling the user to customize the EPG according to user preferences. Accordingly, claims 1, 10 and 20 are not obvious in view of Finseth, Clanton and Pietraszak.

The examiner uses Finseth and Clanton to reject claims 10, 13-15, 18 and 19 as having been obvious.

Claim 10, as amended, recites "providing a presentation engine enabling a user to dynamically choose one of the virtual worlds and displaying program guide information within

the chosen virtual world, the presentation engine enabling the user to customize the EPG according to user preferences.”

As discussed above, Finseth and Clanton, individually, fail to teach, suggest or even mention the presentation engine enabling the user to customize the EPG according to user preferences. Therefore, no combination of Finseth and Clanton can possibly teach or suggest the presentation engine enabling the user to customize the EPG according to user preferences. Accordingly, claim 10 is not obvious in view of Finseth and Clanton, whether taken separately or in combination.

The examiner uses Finseth, Clanton and LaJoie to reject claims 6 and 24 as having been obvious.

Claims 1 and 20, as amended, recite “a presentation engine enabling a user to dynamically choose one of the virtual worlds according to a preference and displaying program guide information within the chosen virtual world, the presentation engine enabling the user to customize the EPG according to user preferences,” or similar language.

As discussed above, Finseth and Clanton fail to teach or suggest the presentation engine enabling the user to customize the EPG according to user preferences.

LaJoie fails to teach, suggest or even mention the presentation engine enabling the user to customize the EPG according to user preferences.

Accordingly, claims 1 and 20 are not obvious in view of Finseth, Clanton and LaJoie.

Claims 6 and 24 depend upon, and further limit, claims 1 and 20. Accordingly, claims 6 and 24 are not obvious in view of Finseth, Clanton and LaJoie.

The examiner uses Finseth, Clanton and Shoff to reject claims 7 and 25 as having been obvious.

Claims 1 and 20, as amended, and not obvious in view of Finseth, Clanton and Shoff.

Claims 7 and 25 depend upon, and further limit, claims 1 and 20. Accordingly, claims 7 and 25 are not obvious in view of Finseth, Clanton and Shoff.

The examiner uses Finseth, Clanton and Pietraszak to reject claim 16 as having been obvious.

Claim 10, as amended, recites “providing a presentation engine enabling a user to dynamically choose one of the virtual worlds and displaying program guide information within the chosen virtual world, the presentation engine enabling the user to customize the EPG according to user preferences.”

As discussed above, claim 10 is not obvious in view of Finseth, Clanton and Pietraszak. Claim 16 depends upon, and adds further limitations to, claim 10. Accordingly, claim 16 is not obvious in view of Finseth, Clanton and Pietraszak.

The examiner uses Finseth, Clanton, Pietraszak and Shoff to reject claim 17 as having been obvious.

Claim 10, as amended, recites "providing a presentation engine enabling a user to dynamically choose one of the virtual worlds and displaying program guide information within the chosen virtual world, the presentation engine enabling the user to customize the EPG according to user preferences."

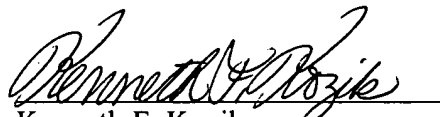
As discussed above, claim 10 is not obvious in view of Finseth, Clanton, Pietraszak and Shoff. Claim 17 depends upon, and adds further limitations to, claim 10. Accordingly, claim 17 is not obvious in view of Finseth, Clanton, Pietraszak and Shoff.

It is believed that all of the pending claims have been addressed. However, the absence of a reply to a specific rejection, issue or comment does not signify agreement with or concession of that rejection, issue or comment. In addition, because the arguments made above may not be exhaustive, there may be reasons for patentability of any or all pending claims (or other claims) that have not been expressed. Finally, nothing in this paper should be construed as an intent to concede any issue with regard to any claim, except as specifically stated in this paper, and the amendment of any claim does not necessarily signify concession of unpatentability of the claim prior to its amendment.

Please apply any charge or credits to Deposit Account No. 50-2324, referencing Attorney Docket No. 091451-00119.

Respectfully submitted,

Date: October 11, 2006

  
Kenneth F. Kozik  
Reg. No. 36,572

Holland & Knight LLP  
10 St. James Avenue  
Boston, MA 02116  
Telephone: (617) 573-5879  
Facsimile: (617) 523-6850